



# California 5 a Day Retail Program

## Frequently Asked Questions

**Q: How do I benefit by participating in the *California 5 a Day Retail Program*?**

- **Connection to Your Community:** Local leaders help build community-based partnerships and assist with store-based materials and activities.
- **Positive Company Image:** Communicate your commitment to improving the health of your neighborhood and to inspiring healthy change.
- **Potential Sales Increases:** *California 5 a Day* is affecting consumption! Research shows fruit and vegetable consumption increased when Latino adults were exposed to the *5 a Day* message at a variety of locations using a combination of channels, including retail based activities.<sup>1</sup>

**Q: How do I know if my store qualifies for free *5 a Day* materials?**

A: We use 2000 Census data to determine if a store is located in an area where the majority of its residents are at or below the 185% federal poverty level (or \$34,873 median household income for a family of four). To download a list of qualifying stores, please visit [www.ca5aday.com](http://www.ca5aday.com) and click on "*Retail 5 a Day*".

**Q: What if my store does not qualify for free *5 a Day* materials?**

A: A select number of Retail Merchandising Kits are available. The kit contains a mixture of signage that includes *5 a Day* logo and serving size posters. Materials may be ordered by using the Retail Order Form located under the "*Retail 5 a Day*" section of our website.

**Q: How do I order materials?**

A: Please download and print the Retail Order Form located under the "*Retail Resources*" section of our website. Submit the form to the contact information provided.

**Q: What will be expected of me as a participating *5 a Day* store?**

A: At a minimum, participating *5 a Day* stores display merchandising materials. Community leaders add another level of service by providing replenishment, replacement, and display assistance. You may choose to utilize their assistance or maintain these items in-house. The most active *5 a Day* stores work with the community to host food demonstrations and community-based events. *The level of involvement is up to you!*

**Q: How will I be connected to a community agency and what will they do?**

A: Once your order has been placed and the store location verified, *Retail Program* staff forward your information to a *5 a Day* community agency in your area. The agency will contact you directly.

1. Backman D, Gonzaga GC. *Media, Festival, Farmers'/Flea Market, and Grocery Store Interventions Lead to Improved Fruit and Vegetable Consumption for California Latinos*. California Department of Health Services and Public Health Institute. Sacramento, CA: 2003 report.

